



Medicine Hat

CITY OF MEDICINE HAT

Colour Palette

JANUARY 2026

Colour Palette

The City of Medicine Hat's official colour palette pulls hues from the surroundings and experiences that define what life in the sunny southeast corner of Alberta is all about.

The primary colours are the foundation of the CMH Visual Identity, and should be the dominant hue in almost all communications, with the secondary palette serving as a change of pace to add variety. Avoid using more than two secondary colours in one design without consultation with Communications, Engagement and Marketing.

Primary colours



Sunshine Capital Yellow

CMYK C 0 M 24 Y 97 K 0
RGB R 255 G 196 B 24
HEX FFC418
Pantone 7548 C



Official Source Navy

CMYK C 92 M 72 Y 50 K 48
RGB R 22 G 50 B 67
HEX 163243
Pantone 7546 C



River Bridge Cyan

CMYK C 40 M 0 Y 15 K 0
RGB R 148 G 214 B 218
HEX 94D6DA
Pantone 318 C

Secondary colours



Weathered Clay Red

CMYK C 0 M 58 Y 54 K 0
RGB R 245 G 136 B 111
HEX F5886F
Pantone 1635 C



Desert Sand Tan

CMYK C 11 M 16 Y 32 K 0
RGB R 226 G 207 B 175
HEX E2CFAF
Pantone 468 C



Explore Green

CMYK C 82 M 6 Y 97 K 0
RGB R 12 G 167 B 80
HEX 0CA750
Pantone 2257 C

Expanded Colour Palette

To optimize contrast of brand colours in design, **tints** (mixing a hue with white) can be utilized. Tints of colours in the primary palette should only be used alongside the full saturation of the hue in most cases, and the primary colour should be the dominant colour in the design.

Communications, Engagement and Marketing reserves the right to use a specific tint in place of the primary hue when appropriate.

Sunshine
Capital
Yellow



Official
Source
Navy



River
Bridge
Cyan



Weathered
Clay
Red



Desert
Sand
Tan



Explore
Green



Black
Grey
White



Additional Colour Options

As the 'Splash' version of the Visual Identity is expected to continually morph and adjust, and serve as the 'testing ground' for elements and assets that may ultimately make their way to the 'Steady' style, trends and experiences that prove to be of longer-term value will be catalogued and made available for designers at the discretion of Communications, Engagement and Marketing.

Provided on this page are some approved colour variations and corresponding gradients for the Primary Colour Palette.

Sunshine Capital Yellow Variations



CMYK C 0 M 38 Y 100 K 0
 RGB R 255 G 170 B 0
 HEX FFAA00



CMYK C 0 M 7 Y 30 K 0
 RGB R 255 G 234 B 188
 HEX FFEABC

Gradients



Official Source Navy Variations



CMYK C 99 M 72 Y 38 K 24
 RGB R 3 G 69 B 102
 HEX 034566



CMYK C 88 M 72 Y 53 K 57
 RGB R 25 G 43 B 57
 HEX 192B39



River Bridge Cyan Variations



CMYK C 62 M 0 Y 22 K 0
 RGB R 75 G 196 B 204
 HEX 4BC4CC



CMYK C 24 M 0 Y 8 K 0
 RGB R 191 G 229 B 232
 HEX BFE5E8





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